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From: RMARTIN --VCH0021A
To: VPEROTTI--VCH0021A Viona Perotti

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TO : Philippe Grandjean
FROM : J. Bernard Robinson
Subject: Burson/Marsteller meeting in Zurich, aug. 24

Philippe,

Thank you for sharing this report. Re the agreement with BM, you should know that PM NY is drafting one contract for the relationship between PM & BM.

This contract should not preclude FTR from detailing the work/ financial arrangements with BM, but I suggest you have Roanne Martin review it.

Many thanks,

Bernie

*** Forwarding note from PGRANDJE--VCH0021A 08/25/89 11:25 ***
To: RPANTET --VCH0021A Raymond Pantet

TO : Raymond Pantet
FROM : Philippe Grandjean
SUBJECT: Burson/Marsteller meeting in Zurich, aug. 24

Highlights and decisions taken at the Zurich meeting between B/M and PPG

Participants : Christoph ABT and Alex BEELER (B/M) and PPG

Topics discussed : a) Terms of the agreement between FTR and B/M
b) Newsflow and Newsline activities
c) Larry Holcomb Swiss tour in september
d) IFAA meeting in Brussels, "Clearing the air"
e) Contacts with reporters for november US tour, and briefing sessions with Helmut Gaisch in Neuchatel.

Decisions and actions to be immediately undertaken

a) Agreement between FTR/B/M
B/M will submit next week a draft proposal agreement between them and FTR covering the first three months of work, as of aug. 1, 1989. This draft will determine the scope, objectives and procedures of B/M's work for PM, as well as fees and expenses.

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b) It was decided that B/M would immediately start merchandising the newsline # 46 "Advertising has negligeable role in starting young people smoking". B/M has already started talking to a selected number of reporters from the major Swiss publications in order to feed them appropriately with the newsflow.
Same procedure will be used for the merchandising of the press releases on smoking bans that do not solve indoor air quality.

B/M will also merchandise results of the Bonilla study on smokers' work productivity, specially in the light of the recent Atari proposal on extra vacations for non-smokers.

Letterheads and identification : B/M will submit next week a new proposal for identifying the press releases sent to the media. It was agreed that in NO WAY should PM's name appear on the press material distributed from the B/M office. But, if questionned, B/M may state that PM is a client of theirs.

James Bond film and the HWL : B/M has sent 3 letters to the editors of BLICK, Tages Anzeiger and Badener Tagblatt. The letters were signed by MMssrs Abt and Beeler. Blick phoned up Mr Beeler to check him out. Mr Beeler also told his story to the Radio, who picked it up at the 8am news programme.

The letters basically protested against the hypocrisy of the HWL after such a violent film.

Freelancer on ETS : Mr Abt has contacted a Swiss writer living in Vienna who has a regular column in the saturday edition of the NZZ. This man seems ready to write a critical viewpoint of how Americans react to anti-smoking pressures.

c) Larry Holcomb Swiss tour : Mr Holcomb meets with 4 reporters in Geneva on september 6 : Tribune de Geneve, Le Matin, La Suisse and la Revue hoteliere.
PPG will assist during the day.

Mr Holcomb meets with 5 Swiss german reporters in Zurich on september 8 : NZZ, Travel Inside, TagesAnzeiger, Schweizerische Handels Zeitung and a free-lancer for various magazines.

B/M to contact and follow-up with the reporters.

IFAA meeting in Brussels. Swiss reporters based in Belgium will eventually be invited to the after-conference press conference and reception, if any. The IFAA meeting itself is closed to the media.

"Clearing the Air" : PPG informed B/M of the current state of negociations between the Swiss publisher and FTR for a re-publishing in french and german of this book. Rights of reprint still have to be settled.

e) B/M will submit to PPG a tentative list of "balanced" reporters likely to be invited to the US in november. PPG will coordinate with list already drafted between Mr Baeryswil and himself.

B/M will also work on a list of reporters likely to participate

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in meetings with Dr Gaisch on ETS issues. Both Abt and Beeler have already met with Helmut in Neuchatel. They had the full 4-hour presentation of ETS and other relevant scientific issues. Dr Gaisch had met Mr Abt during the aug.4 meeting in London at B/M's.

Next meeting with B/M : Monday or tuesday september 25 or 26 at Liseron.

Conclusion : It seems that we are in relatively good hands with B/M ZH.
The new man on board, Mr Beeler, looks professional.
Mr Abt is also a good professional, eager to work.
They both have ideas and punch. But they have to be driven because they still do not fully understand PM's corporate culture, and internal procedures.
But I am confident that we will achieve results.

Regards
PPG

cc: GDISEREN--VCH0021A Georges Diserens
BROBINSO--VCH0021A Bernie Robinson
UCRETTAZ--VCH0021A Ulrich Crettaz
JPASCHOU--VCH0021A Jean-P. Paschou

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